

Peer Review Plan

Preliminary Title: Promotional Competition for National Brand and Private Label Food Products

Type of Report
(ERR, EIB, EB) ERR

Agency: Economic Research Service [X] Influential Scientific Information
USDA [] Highly Influential Scientific Assessment
Agency Contact: Elise Golan, egolan@ers.usda.gov

Subject of Review: One of the most visible and well-documented changes in food retailing over the past two decades has been the rise of private labels (PLs), also known as store brands. PLs have grown in three major ways. They have increased in popularity as measured by dollar sales as well as shares within product categories, they have improved in quality relative to national brands (NBs), and they have increased in terms of product offerings. By expanding product choices and lowering overall food prices, NB/PL competition has been shown to be beneficial to both consumers and retailers in the food distribution chain. By measuring the price differences between NBs and PLs, with and without promotions, this study examines the incidence of promotions for PLs and NBs and tests for strategic interaction between promotions for the two brands across all major supermarket departments and response times. This study utilizes prices and promotions data for two major supermarket chains operating primarily in the western United States that were gathered directly from the chains' respective corporate websites. The data includes thousands of supermarket products and over 250 product categories in every major department. The empirical work details the nature of intrastore promotional interaction between NBs and PLs, using contingency table analysis and then uses regression analysis to explain the results of the contingency tables to identify key determinants of NB/PL competition.

Purpose of Review: The purpose of the review is to ensure the high-quality of the economic analysis, transparent explanation of methods, objective interpretation of results, and effective communication to the intended audience.

Type of Review: [] Panel Review [X] Individual Reviewers

[] Alternative Process (Briefly Explain):

Timing of Review (Est.): Start: 03/14/11 End: XX/XX/XX Completed: XX/XX/XX

Number of Reviewers: [] 3 or fewer [X] 4 to 10 [] More than 10

Primary Disciplines/Types of Expertise Needed for Review: Economists

Reviewers selected by: [X] Agency [] Designated Outside Organization
Organization's Name:

Opportunities for Public Comment? [] Yes [X] No

If yes, briefly state how and when these opportunities will be provided:

How:

When:

Peer Reviewers Provided with Public Comments?	<input type="checkbox"/>	Yes	<input checked="" type="checkbox"/>	No
Public Nominations Requested for Review Panel?	<input type="checkbox"/>	Yes	<input checked="" type="checkbox"/>	No

